

### **REMARKS**

Claims 1, 3 - 20 are now pending in the application. The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

### **REJECTION UNDER 35 U.S.C. § 103**

Claims 1, 3 - 8 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over JP 2000-98415 (Mitsuru). This rejection is respectfully traversed.

Claim 1 has been amended to call for the light emitting device to be mounted directly to the light receiving surface of the light guide. Mitsuru does not provide any suggestion or motivation to modify its display device to allow direct mounting of the light emitting device (LED) to a light receiving surface of a light guide.

Further, the Examiner alleges that although Mitsuru does not disclose a light emitting device that is mounted to a light receiving surface of the light guide, mounting the LED into a light receiving surface of a light guide is common knowledge and the most efficient in utilizing the emitted light. In this manner, the light emitted from the LED would be efficiently coupled into the light guide so as to improve the light utilization and improve the brightness of the display. The Examiner, however, has not provided a reference in support of such an allegation.

Moreover, Applicant respectfully asserts that in order to render the claimed invention obvious, the prior art reference (or references when combined) must teach or suggest all the claim limitations. Furthermore, the teaching or suggestion to make the claimed combination and reasonable expectation of success must be found in the prior

art, not in the applicant's disclosure. Mitsuru, however, does not teach or suggest that the claimed configuration would be desirable nor does Mitsuru teach, suggest, or provide motivation to mount the LED directly to the light receiving surface of the light guide. As such, Mitsuru does not teach or suggest all of the claim limitations. Further, Applicant respectfully asserts that the suggestion to modify Mitsuru as well as the reasonable expectation of success has been found in the Applicant's own disclosure, not Mitsuru. This is impermissible hindsight reasoning. Applicant respectfully asserts, therefore, that a *prima facie* case of obviousness has not been established.

Still further, as described in paragraph [0088] of the specification of the present invention, the effect of directly mounting the light emitting device to the light receiving surface of the light guide has the effect of preventing the LED from deviating relative to the light guide during use of the liquid crystal device. As a result, no variation occurs in the display brightness of the liquid crystal device from product to product and, therefore, many liquid crystal devices having a uniform display performance may be stably manufactured. Such a result can only be achieved by including all the limitations of the claimed invention. In contrast, Mitsuru does not disclose the above feature or even suggest the technical problem that the position of the LED can deviate relative to the light guide. As such, the claimed invention is unobvious. Accordingly, claim 1 and dependent claims 3-8 are not obvious and should be in condition for allowance.

Claims 9 – 19 stand rejected under 35 U.S.C. 103(a) as being unpatentable over JP 2000-98415 (Mitsuru) in view of U.S. 6,315,440 (Sato). This rejection is respectfully traversed.

Claim 9 has also been amended to call for the light emitting device to be mounted directly to the light receiving surface of the light guide. Applicant respectfully asserts that neither Mitsuru nor Satoh provide any suggestion or motivation to modify their display devices to allow direct mounting of the light emitting device (LED) to a light receiving surface of a light guide. As such, claim 9 and each corresponding dependent claim are not obvious.

Further, as stated above, Mitsuru does not teach or suggest that the claimed configuration would be desirable. That is, the prior art reference does not teach, suggest, or provide motivation to mount the LED directly to the light receiving surface of the light guide. Moreover, neither Mitsuru, Satoh, nor any combination thereof teaches or suggests all of the claim limitations. Lastly, Applicant respectfully asserts that the suggestion to modify Mitsuru as well as the reasonable expectation of success has been found in the Applicant's own disclosure, not Mitsuru nor Satoh, which is impermissible hindsight reasoning. As such, claims 9-19 are not obvious in view of Mitsuru and Satoh and should be in condition for allowance.

Accordingly, reconsideration and withdrawal of this rejection is respectfully requested.

#### **NEW CLAIM**

New claim 20 has been added. Applicant respectfully asserts that this new claim is neither anticipated nor obvious in view of Mitsuru, Satoh, or any combination thereof. Favorable consideration of this new claim is respectfully requested.

## CONCLUSION

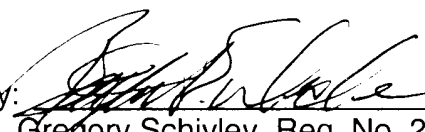
It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

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